



# Driving Member Services Using the Web





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**Your Member Services** 

in the <u>hands</u> of

Your Members?

Engaged Daily - Sharing with others - Servicing themselves

I ask that you walk with me as we dive into this...





### In this presentation.

- Your Perspective
- People versus Membership
- History of Services and Channels
- Why the Web
- Modern Web Services
- Future Web Services
- Considerations and Take Aways









### **FEATS CURTAIN UP April 1996**

Just in time for FEATS 96 - looming round the corner and as Str Francis Drake sald "There is plenty of time to win this game ......" not by thrashing the Spaniards but perhaps by thrilling the audience and what wonderful plays

### FEATS 98- 24 - 27 May 1996 Kurtheater, Bad

Groups participating in this year's competition:-

### LIST A

Maastricht British Embassy Players Round Lower Players Luxembourd New World Theatre Group Luxembourg

Theatre de WAANzin trish Theatre Group Brussels Welton Theatre Club Leaderuch Theatre of Geneva Switzerland

### LIST C

Angle-American Theatre Group. The Hague Tagora Strasbourg In-Players Amsterdam Rheindalen

The plays to be performed have been written, amongst others, by Alan Ayckbourn, David Campton and Bernard Slade.

### ACT I NEWS FROM FEATS THEATRE

 FEATS fodder is regularly received from BATS, AATG, GEDS, NWTC, MOSACT, Brilish Embassy Players, CTC but unfortunately many are missing ....... If you wish to be included in this entertaining, informative FEATS newsletter, or if contact names, or addresses have changed, please do let me know by 🗷 or E-mail me on

> Sally Seth-Smith 49 Peninsula Court 121 East Ferry Road London E14 3LH

**2**(44) 171 538 9489

E-me on Compuserve 100837.226

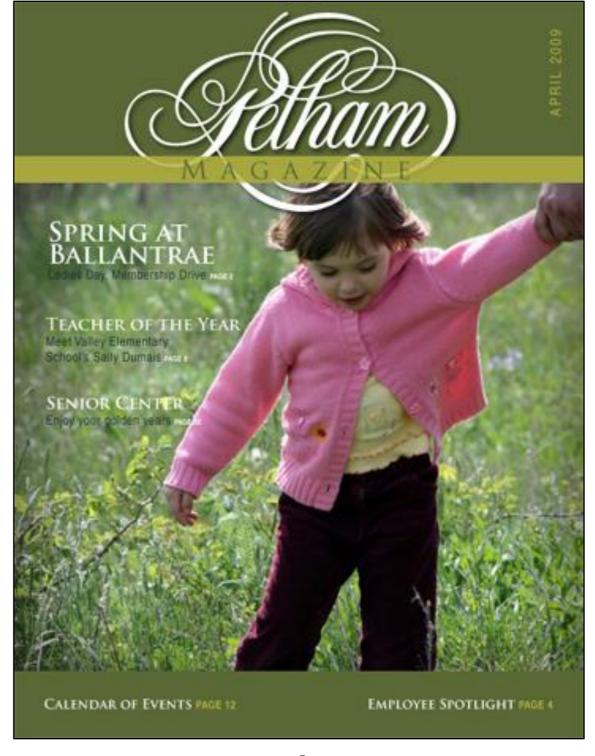
All editorial contributions readily received, particularly on FEATS 961

### Bits & Bobs

### Did you know:

- the British Embassy Players (BEP) will be celebrating their 15th Jubilee soon CONGRATS
- BATS was founded 40 years ago and celebrated by performing John Barton's "The Hollow Crown' - an entertainment by and about the Kings & Queens of England
- ESTEC are planning a weekend of theatre & music on 15 & 16 June. For more details on ESTEC productions contact David Eaton 2
- FEATS conceived in 1976 by the Anglo-American Theatre Group of the Hague, now rotates between the cities of The Hague, Luxembourg, Brussels, Antwerp and of course this year Bad Homburg near Frankfurt.







Sophicity When you receive a Paper Newsletter?





<u>OR</u>





Sophicity When someone shows up for a meeting?



This eNewsletter provides information in relation to the Online Pay-roll Tax services provided by the Office of State Revenue (OSR).

### **Annual Reconciliation Process**

You can now submit your Wage Adjustments and declare your Australia Wide Wages for 2006/07 financial year annual reconciliation process through Revenue Online (ROL).

Your West Australian wages must be reviewed and corrected where necessary prior to lodging your Australia Wide Wages.

It is the responsibility of the Designated Group Employer (DGE) to initiate the reconciliation on behalf of the group. Do not complete your reconciliation or lodge Australia Wide Wages if all group members have not lodged their monthly returns and have not completed their Wage Adjustments online.

To assist you in lodging Australia Wide Wages online, select one of the following links:

- How to lodge Australia Wide Wages Interstate DGE
- How to lodge Australia Wide Wages Interstate Non-Group





### CitySmart Newsletter - February 2010

Hi Dave.

2010 has started out with a bang! Kevin and I have attended events in Georgia, Virginia, and South Carolina. This includes GMA's Mayors Day in downtown Atlanta where we had a great time talking to Georgia's mayors and other officials. This year was particularly interesting because we got to visit with most of the 2010 gubernatorial candidates and hear what was on their minds. As you might expect, budgeting was a frequent topic with many cities discussing how they are working with their leaner budgets in the coming year.

At Sophicity, city budgets are always on our minds too. We've been hard at work extending our products to include additional tiered offerings in order to provide top-notch IT services to a city of any size. As your needs grow, we grow right along with you.

PS. In case you missed the news, look at this photo taken just

Newsletter Signup

Sign up for Sophicity's CitySmart Newsletter, Get all of the latest City Government and Municipal League news, articles, and interviews.

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### Recent Media

To Open Source or Not Open Source 🔼

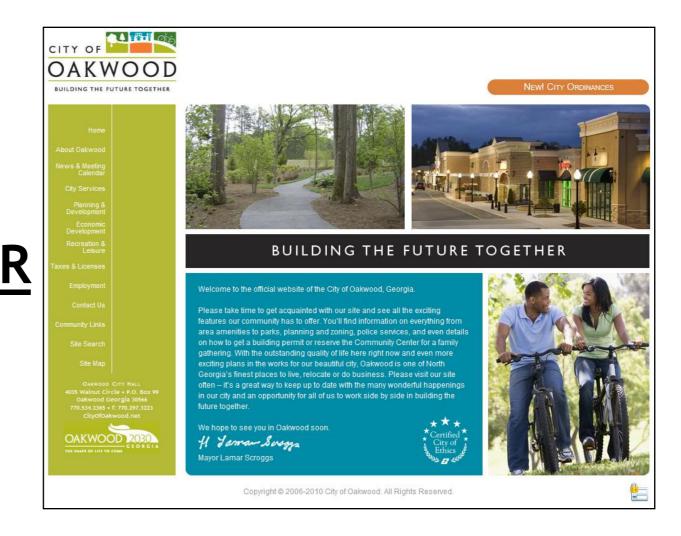




### When you get a eNewsletter?









When you visit a website?





<u>OR</u>

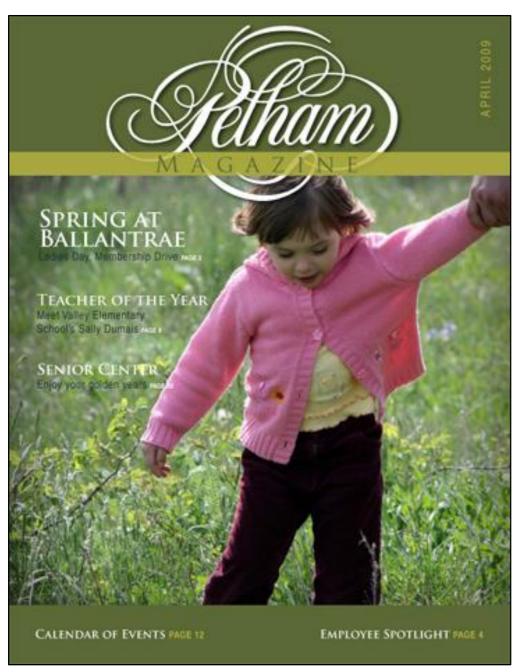


Sophicity When you attend a local gov't conference?













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Recent Media

To Open Source or Not Open Source 2



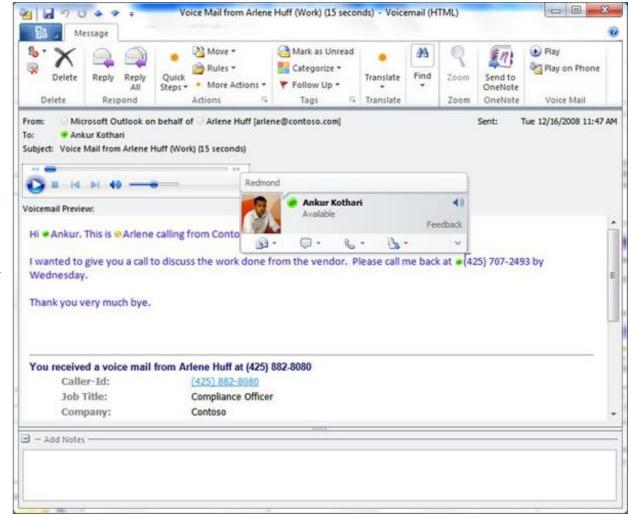
### Paper newsletter or eNewsletter?

OR





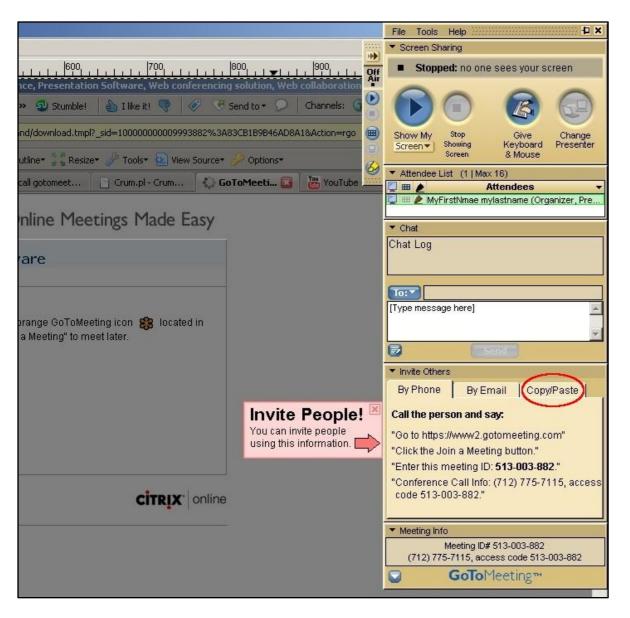






Phone call or email?











Webinar or meeting?





OR





Desktop Browser or Mobile App?

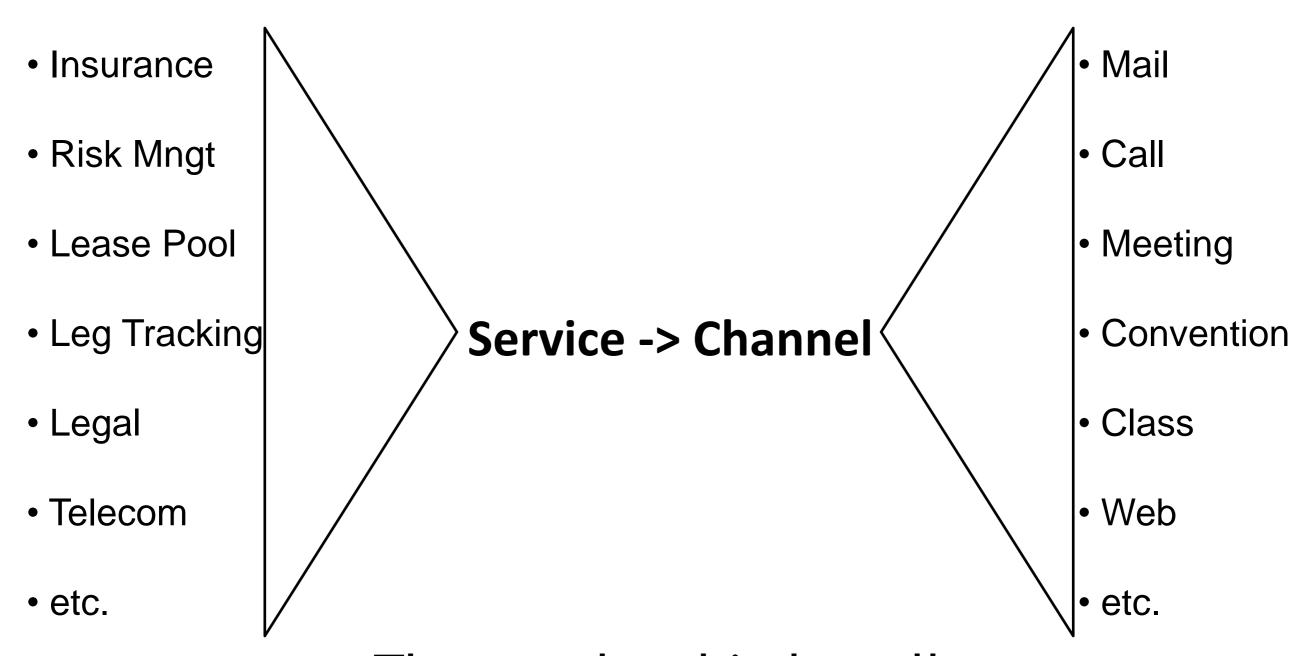


What *channel* do the *people* of your membership expect and prefer

when consuming your services?



# Focus on People!





The membership has all types of people...



### History of Member Services

Year	Service	Channel
1900s	Ordinance codification	Newspapers, Magazines, Conference Conventions
1910s	Legal Advocacy, Legislative Tracking	Advocacy
1920s		
1930s	Co-Op Purchasing Pools	Personal Assistance, Training Programs
1940s		
1950s	Group Health Insurance Packages	Radio
1960s	Retirement Programs (for a few)	
1970s	Insurance Risk Pools	
1980s		
1990s	Financing Programs, Telecom Management	TV, Websites, eNewsletters
2000s		Forums, Podcasts, Social Media, Twitter feeds



So why the web?



### WHY the Web Service Channel

### **Internal League View:**

- Doesn't replace existing channels.
- Reduce cost.
- Reduce labor.
- Reduce time to deliver.
- Provide services 24x7x365.
- Other industries are capitalizing.





### WHY the Web Service Channel

### **External Membership View:**

- Today people expect services and info on demand. The now experience.
- Today people expect to <u>make updates</u> and <u>voice</u> input that is transparent and unfiltered.
- Think of your own expectations as a consumer of services across the web.



Expectations for Modern Web Services?

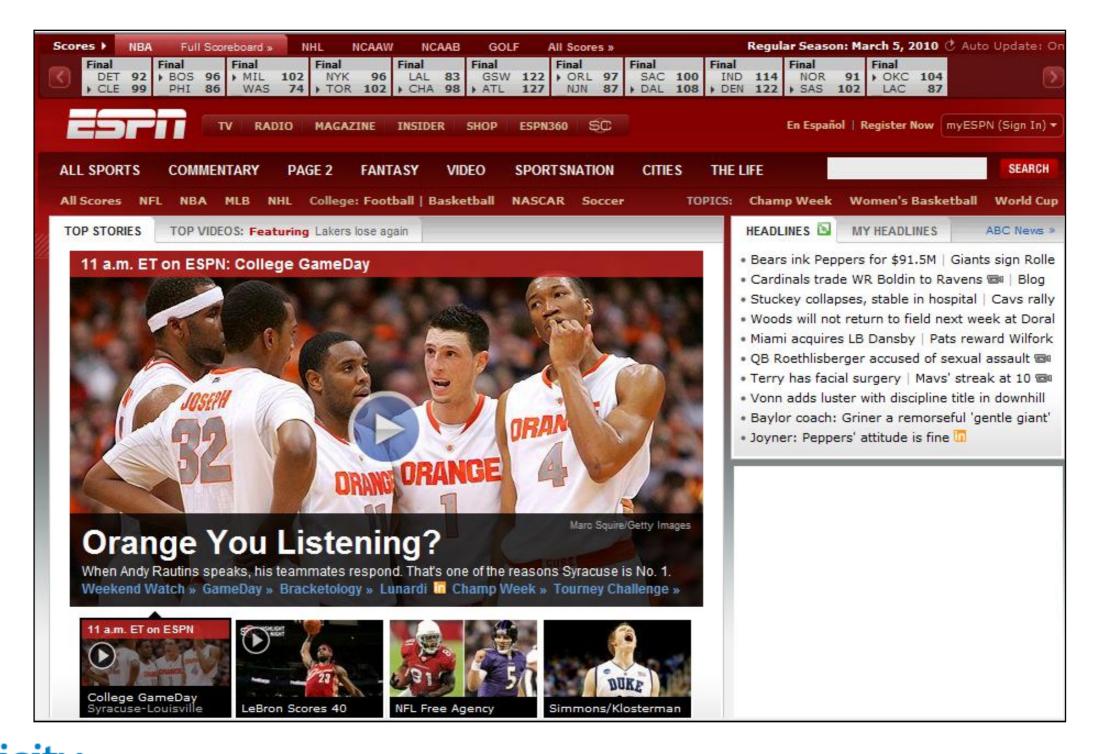
### Modern Web Services

- Fresh Content
- User Engagement
- Self Service
- Rich Experience



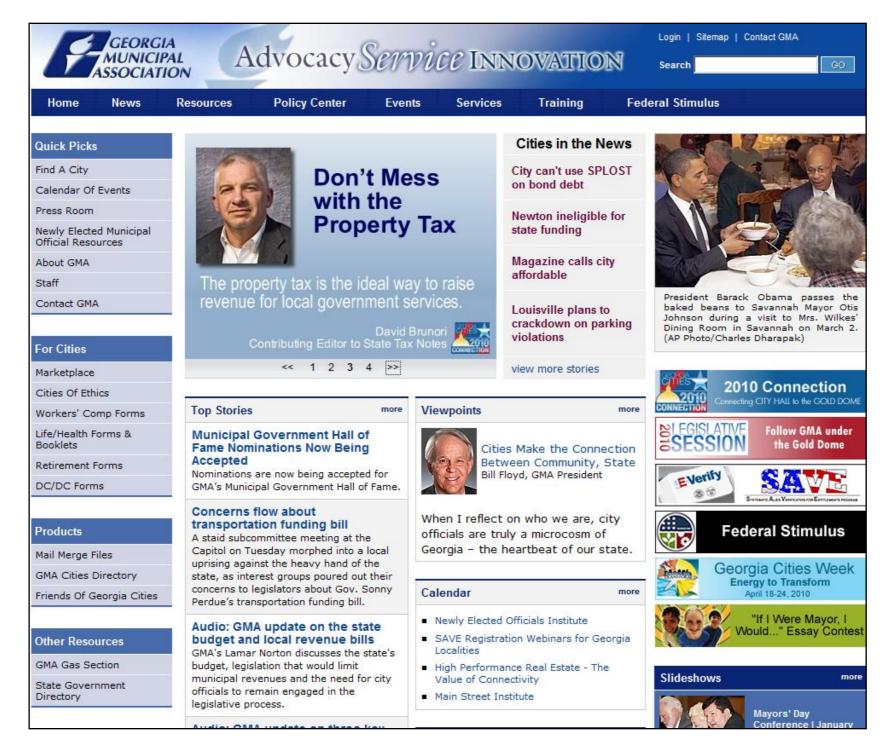
Are you behind?





Sophicity A brochure website isn't good enough.

# Fresh Content





New content added daily.

# Fresh Content





### Dated content archived.



# User Engagement





Engage people 2-way.



# User Engagement





Provide digestible chunks.



# User Engagement





2-Way Branded Experience.

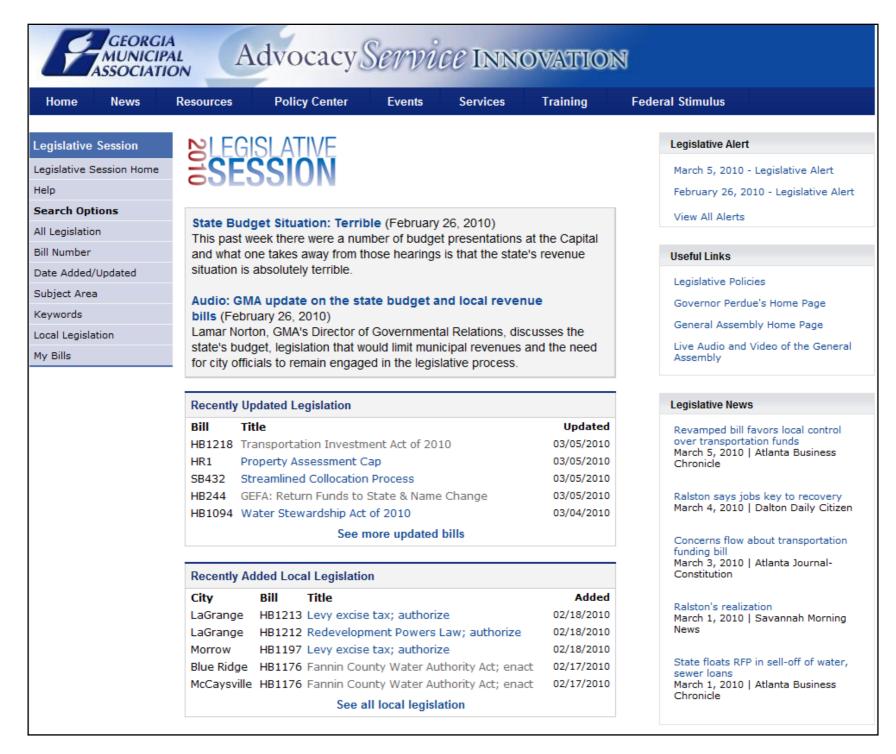
# **Self Service**





I can update my distributions.

# Self Service





I can see how that bill is doing?

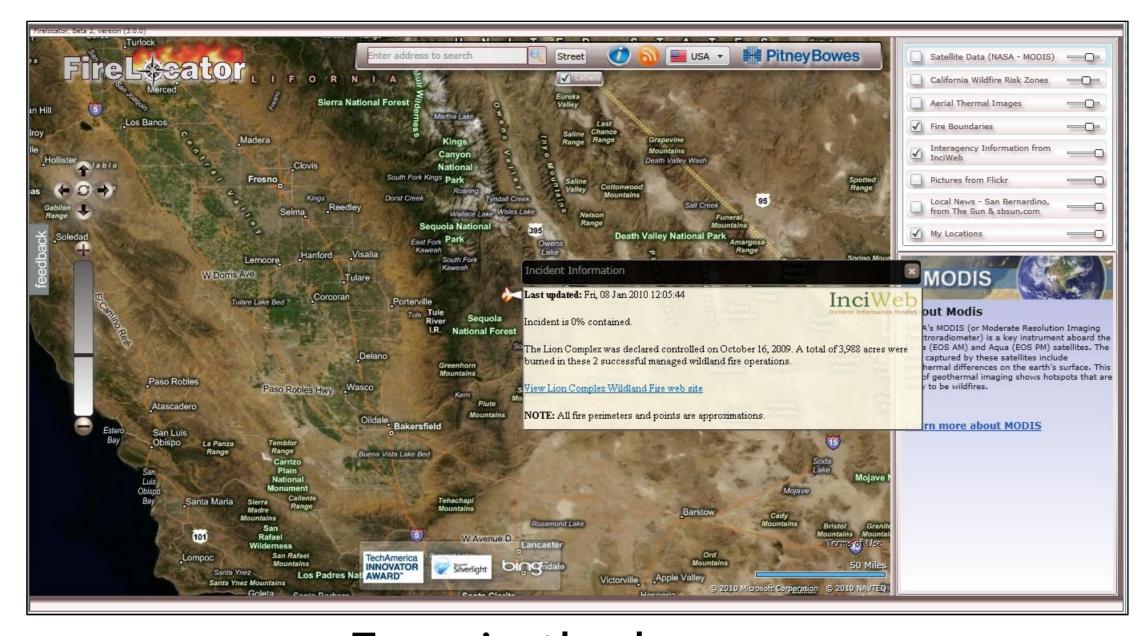
### **Self Service**





I can submit that form.

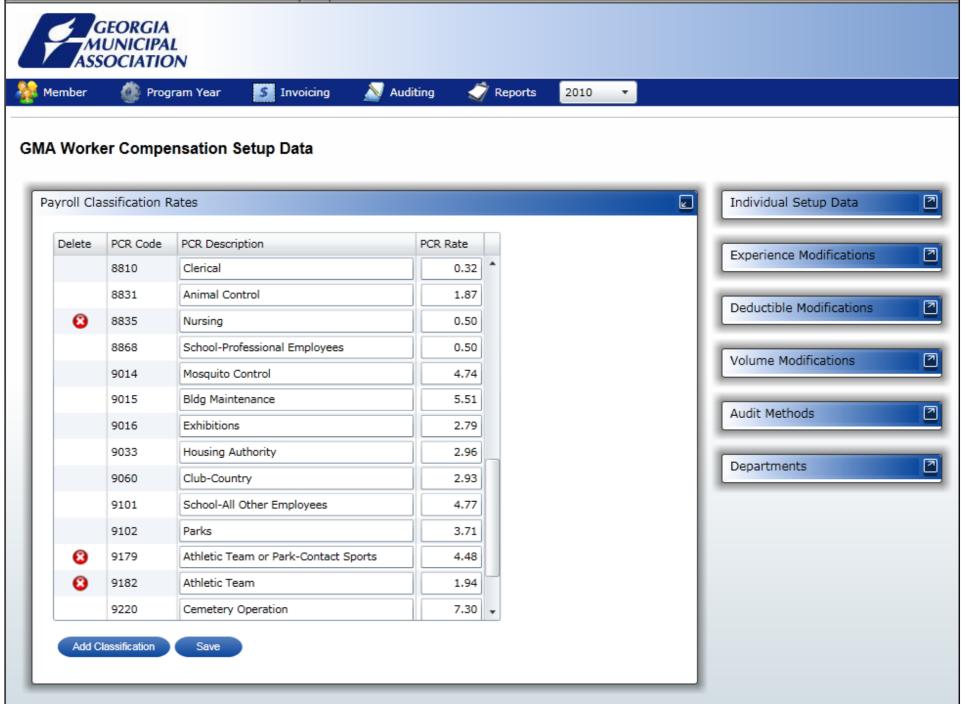






Even in the browser an intuitive and interactive look-n-feel to accomplish tasks.



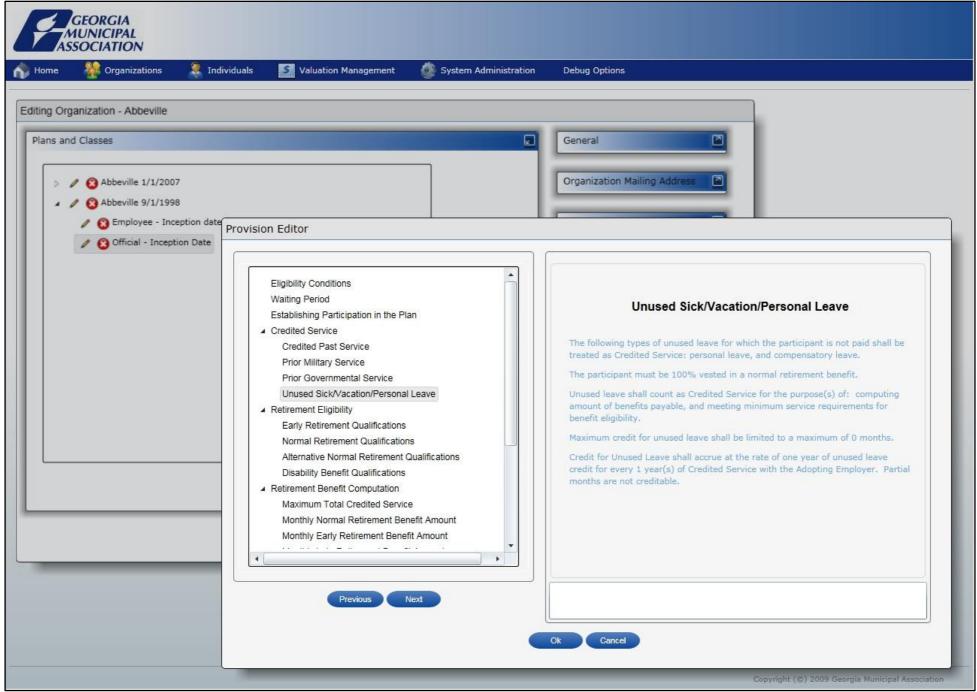


Sophicity

We put the IT in city

Engage the user.







Expected.



But what is missing?



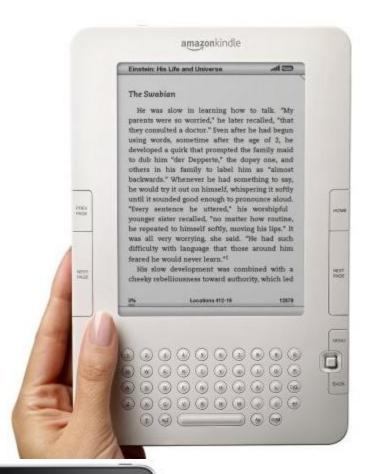


### Future Member Services

- People Focused
- Rich Experience
- Full Service
- Any Device
- Any Time











Aggressive wide user consumer adoption.



### People, Any Device, Any Time









Browser or App?

# **Rich Experience**



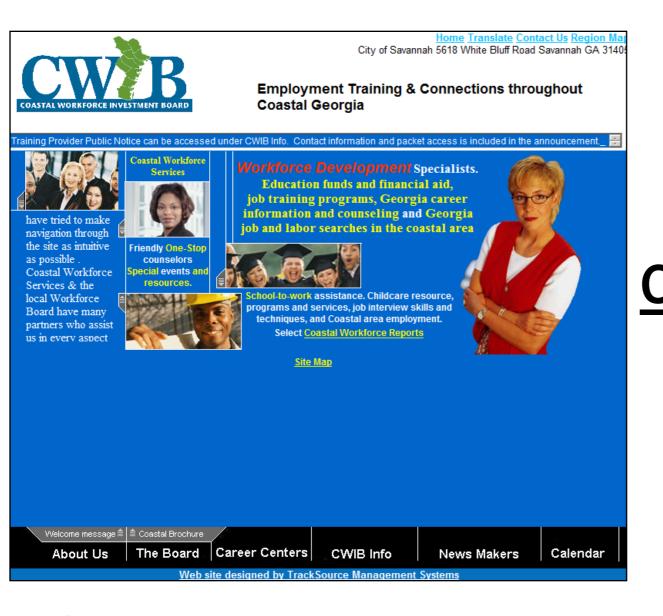


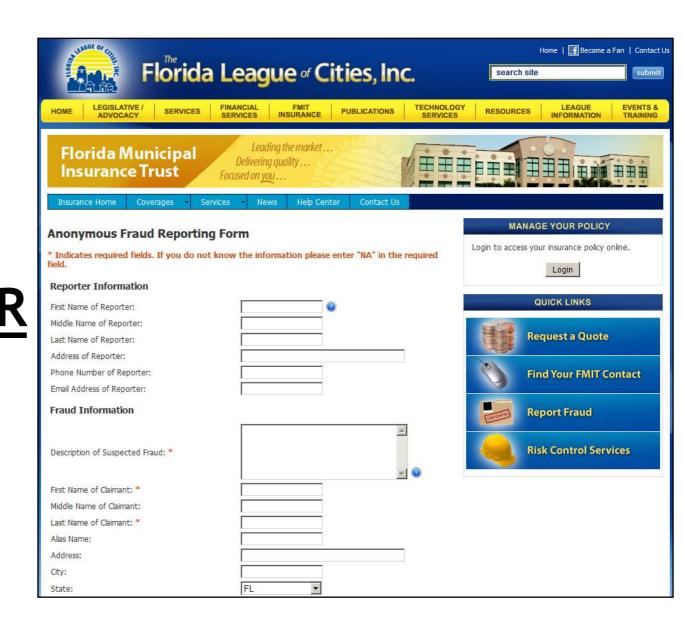




1990s or Rich Experience?

# **Full Service**



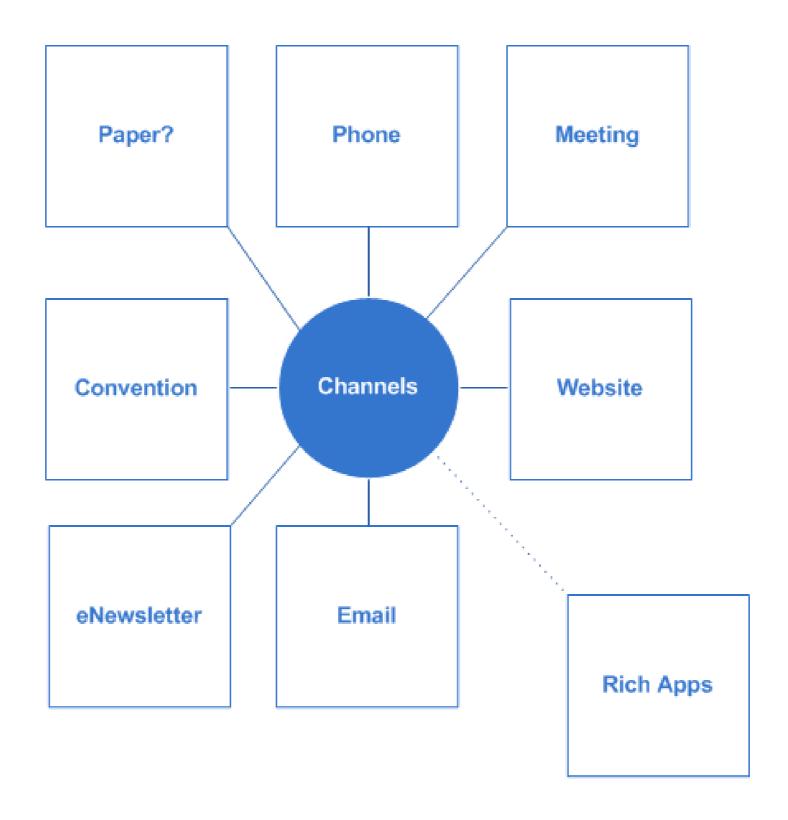




Brochure only or Full Service?



### Future Member Services







### **Reduced Operational Cost**

What if your membership can service themselves for *some, more, or many* of the requests that burden staff today?





### **Crowd Sourced Data**

What if your membership, themselves, are updating and adding the data you manage?





### **Social Media**

# Historically, when a chance for someone to become heard is available, what happens?

1. Scribe	5. Web
2. Gutenberg Press	6. Email
3. Radio	7. MySpace / LinkedIn / Facebook
4. TV	8. Twitter







Rich anywhere anytime devices are in everyone's hands today. Shouldn't your member services be in their hands as well?

# Take Aways

- Modern website <u>is</u> required.
- Social Media is expected.
- Apps <u>are</u> here.

### Don't be left behind.





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Visit us on the web at: **Sophicity.com** 

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